

Message Text

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PAGE 01 DAMASC 01409 111602Z

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W
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R 111504Z MAR 76
FM AMEMBASSY DAMASCUS
TO USDOC WASHDC
INFO SECSTATE WASHDC 6685
/AMEMBASSY ATHENS 271
AMEMBASSY CAIRO

UNCLAS DAMASCUS 1409

USDOC FOR DIBA/OIM/MCCOWEN FROM WRIGHT

ATHENS FOR RTDO; CAIRO FOR MERRICK/HAMMOND

E.O. 11652 N/A

TAGS: BEXP, SY

SUBJECT: DAMASCUS INTERNATIONAL FAIR -- RECRUITMENT STATUS

REF: MCCOWEN/WRIGHT LETTER 2/2/76

1. ONLY PROSPECT LIST FOR GHANA SHOW ENCLOSED WITH REF LETTER IS ENTITLED "MAILING LIST TO US TRADE ASSOCIATIONS FOR GIF." AS SUCH, IT CONTAINS NAMES AND ADDRESSES FOR VARIOUS ASSOCIATIONS BUT NO COMPANY ADDRESSES AS INDICATED PARA 8, STATE 31631. OUR STANDARD RECRUITMENT CABLE FROM AMBASSADOR TO CHIEF EXECUTIVES OF US COMPANIES IS THEREFORE NOT APPROPRIATE OR APPLICABLE. FROM VARIOUS TELECONS, WE UNDERSTOOD GHANA LIST WE WERE TO RECEIVE WAS A COMPANY LIST AND NOT A TRADE ASSOCIATION LIST.

2. GIVEN USDOC'S EXPERIENCE WITH CPF RECRUITMENT, DO YOU RECOMMEND WE MAKE UP NEW AMBASSADORIAL CABLE TO SEND TO THESE TRADE ASSOCIATIONS, SOME OF WHICH ARE NOT APPLICABLE HERE (E.G., FISHING TACKLE, INDUSTRIAL ADVERTIZERS, ETC.)? CABLE WOULD HAVE TO REQUEST THAT ASSOCIATIONS SPREAD WORD AMONG MEMBER COMPANIES, THEREFORE REMOVING US FROM RIFLE APPROACH OF DIRECT CABLE FROM AMBASSADOR TO COMPANY HEADS.
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PAGE 02 DAMASC 01409 111602Z

WOULD APPRECIATE YOUR GUIDANCE.

3. RECRUITMENT STATUS AS OF MARCH 10:

A. EXTRACORPOREAL, ONE THREE BY FIVE BOOTH; VERBAL COMMITMENT TO USDOC (PARA 5, STATE 49755). WE HAVE NOT BEEN CONTACTED BY REPRESENTATIVE AND ARE ATTEMPTING TO REACH RAMSEY ATALLAH, LAST YEAR'S REP, IN BEIRUT. DOES USDOC HAVE ANY OTHER CONTACT POINT IN MIDDLE EAST? WHERE WILL PA BE SIGNED?

B. INGERSOLL-RAND: ONE THREE BY FOUR BOOTH, 300 SQ.M. OUTSIDE (PER PARA 5, STATE 49755) AND MARCH 4 VISIT TO US BY I-R REPS COPTY, TOUTOUNJI AND SAMRA; THEY PICKED UP PA AND AWAIT ONLY OUR FINAL EXACT COST FIGURE.

C. APPLIED POWER, REP FROM GENEVA, PETER GEIGER (DAMASCUS 1211), INFORMED US DURING VISIT HERE COMPANY DEFINITELY WILL PARTICIPATE, WANTS 80 SQ.M. INSIDE (CA SEVEN THREE BY FOUR BOOTHS) AND 250 SQ.M. OUTSIDE; HE TOOK PA AND AWAITS OUR CABLE TO HIM RE FINAL EXACT FIGURE.

D. TOTAL FIRM VERBAL COMMITMENTS: THREE COMPANIES; ONE THREE BY FIVE (\$2500), EIGHT THREE BY FOUR (\$18,000) AND 550 OUTSIDE (\$8,250) FOR TOTAL OF \$28,750 PLUS USDOC \$35,000 EQUALS GRAND TOTAL OF \$63,750 OR 64 TO 49 PER CENT OF VERY ROUGH BUDGET ESTIMATE OF \$100 TO \$130,000 (N.B. WE STILL WITHOUT LOCAL COST ESTIMATES AND WORKING HARD ON THIS).

E. REJECTIONS: RESPONSES TO AMBASSADOR'S CABLE-- EXCON (FIRM NO); BOEING (FIRM NO, BUT LOCAL REP HERE IN ADVANCE OF DELIVERY OF FIVE NEW BOEINGS TO SYRIAN ARAB AIR LINES IS HOPEFUL HE CAN GET EXHIBITION IN ANYWAY BY WORKING THROUGH HIS OWN CORPORATE CHANNELS). 3-M BEIRUT AGENT INFORMED US NO PARTICIPATION THIS YEAR (REQUEST USDOC GO BACK TO PARENT COMPANY, EMPHASIZING COUNTRY-OF-ORIGIN PROBLEM SOLVED, AND WE WILL DO SAME WITH BEIRUT AGENT).

F. POSSIBLES:

ALLIS-CHALMERS: FROM COMPANY CHAIRMAN SCOTT ON DOWN,
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PAGE 03 DAMASC 01409 111602Z

A-C OFFICIALS HAVE REPEATEDLY TOLD US THEY WANT TO BE IN OUR PAVILION. REQUEST USDOC PIN THIS ONE DOWN AND GET PA SIGNED OR HAVE COMPANY AUTHORIZE DR. AHMAD AL-ADLY TO SIGN HERE.

NCR: NEW, AGGRESSIVE LOCAL REP HISHAM AL-MALKI VERY POSITIVE ON 3/4, WANTS TO REBUILD NCR REPUTATION IN SYRIA, EXPOSE EQUIPMENT AND CORPORATE IMAGE; IS CONSULTING WITH HEADQUARTERS AND WILL GET BACK TO US SHORTLY;

IBM/OFFICE EQUIPMENT: LOCAL REP A.R. ATTAR POSITIVELY ORIENTED; REQUEST USDOC PUSH AT IBM/OFFICE EQUIPMENT HEAD-QUARTERS FOLLOWING UP AMBASSADOR'S CABLE (DAMASCUS 1060).

GM CORP/CHEVROLET DIVISION: LOCAL REP ALI AYYOUBI POSITIVELY ORIENTED AND WE FOLLOWING UP HERE.

GENERAL ELECTRIC: LIKE BOEING, GE/LOCOMOTIVE DEPT HAS TECHNICAL REP IN SYRIA NOW (M.D. BRACE IN ALEPPO AT RAILWAY HEADQUARTERS) AS DELIVERY MADE OF 18 GE LOCOMOTIVES. RECRUITMENT OFTEN HELPED BY PRESENCE OF COMPANY REP AND WE ARE CONTACTING BRACE HERE AND REQUEST USDOC RE-CALL GE AS FOLLOW-UP TO AMBASSADOR'S CABLE (DAMASCUS 7079).

OWENS-CORNING FIBREGLASS INTERNATIONAL GROUP (ATHENS 1142); REQUEST ALEXANDER IN ATHENS FOLLOW UP NOW THAT HE HAS OUR RECRUITMENT FACT SHEET CABLE.

ITT: AREA MANAGER, W.K. SHORT, AMMAN, SAID MARCH 9 HE WILL PUSH FOR PARTICIPATION; PROMISED RESPONSE LAST PART OF MARCH.
MURPHY

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